

1 What is claimed is:

2 1. An article of footwear, comprising:

3 a midsole having a cut-out formed in the midsole, the cut-out having a shape and a
4 thickness;

5 a display element having substantially the same shape and thickness as the midsole cut-
6 out so as to be fittingly insertable into the midsole cut-out; and

7 an outsole having a transparent portion overlying the midsole cut-out;

8 wherein when the display element is inserted into the midsole cut-out, the display
9 element is viewable through the transparent portion of the outsole.

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11 2. The article of footwear of claim 1, wherein the midsole is made of an opaque material.

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13 3. The article of footwear of claim 1, the outsole having a bottom, wherein the display
14 element is viewable from the bottom of the outsole.

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16 4. The article of footwear of claim 1, wherein the shape of the midsole cut-out and the
17 display element is circular.

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19 5. The article of footwear of claim 1, wherein the shape of the midsole cut-out and the
20 display element is oval.

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22 6. The article of footwear of claim 1, wherein the midsole cut-out is located in the heel of
23 the article of footwear.

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2 7. The article of footwear of claim 1, wherein the midsole cut-out is located in the forward
3 portion of the article of footwear.

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5 8. The article of footwear of claim 1, wherein the midsole cut-out is located in both the heel
6 and the forward portion of the outsole of the article of footwear.

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8 9. The article of footwear of claim 1, further comprising an insole having a cut-out having
9 substantially the same shape as the midsole cut-out and the display element and aligned with the
10 midsole cut-out for fittingly receiving the display element through the insole cut-out and into the
11 midsole cut-out.

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13 10. The article of footwear of claim 9, wherein the display element thickness is substantially
14 the same as the combined thicknesses of the insole cut-out and the midsole cut-out.

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16 11. The article of footwear of claim 1, further comprising a plurality of interchangeable
17 display elements.

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19 12. The article of footwear of claim 1, wherein the display element comprises a desired color.

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21 13. The article of footwear of claim 12, wherein the desired color comprises a color
22 coordinated with team colors of a sports team.

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1 14. The article of footwear of claim 1, wherein the display element comprises logo indicia.

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3 15. The article of footwear of claim 1, wherein the midsole comprises a resiliently
4 compressible material.

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6 16. The article of footwear of claim 1, wherein the display element comprises a resiliently
7 compressible material.

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9 17. The article of footwear of claim 16, wherein the resiliently compressible material
10 comprises a gel pad.

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12 18. The article of footwear of claim 1, wherein the outsole comprises a wear-resistant
13 material.

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15 19. The article of footwear of claim 1, further comprising an upper attached to the midsole
16 and outsole and defining a volume for enclosing a wearer's foot.

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18 20. An article of footwear, comprising:

19 a midsole having a cut-out formed in the midsole, the cut-out having a shape and a
20 thickness;

21 a midsole insert having substantially the same shape as the midsole cut-out so as to be
22 fittingly insertable into the midsole cutout and a thickness less than the thickness of the midsole
23 cut-out;

1 a display element having substantially the same shape as the midsole cut-out so as to be
2 fittingly insertable into the midsole cutout and a thickness less than the thickness of the midsole
3 cut-out; and

4 an outsole having a transparent portion overlying the midsole cut-out;

5 wherein when the display element is inserted into the midsole cut-out and disposed
6 between the midsole insert and the outsole, the midsole insert thickness and the display element
7 thickness together are substantially the same as the midsole cut-out thickness, and

8 wherein the display element is viewable through the transparent portion of the outsole.

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10 21. The article of footwear of claim 20, wherein the midsole insert comprises a cushioning
11 material.

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13 22. The article of footwear of claim 20, wherein the midsole insert comprises a non-
14 cushioning material.

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16 23. An article of footwear, comprising:
17 a midsole made of an opaque material and having a cut-out formed in the midsole, the
18 cut-out having a shape and a thickness;
19 a plurality of interchangeable display elements, each of the display elements having a
20 desired color and substantially the same shape and thickness as the midsole cut-out so as to be
21 fittingly insertable into the midsole cut-out;
22 an outsole having a bottom and a transparent portion overlying the midsole cut-out; and

1 an upper attached to the midsole and outsole and defining a volume for enclosing a
2 wearer's foot;

3 wherein the midsole and the display element comprise a resiliently compressible material,
4 and

5 wherein when the display element is inserted into the midsole cut-out, the display
6 element is viewable through the transparent portion in the bottom of the outsole.

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8 24. The article of footwear of claim 23, further comprising an insole having a cut-out having
9 substantially the same shape as the midsole cut-out and the display element and aligned with the
10 midsole cut-out for fittingly receiving the display element through the insole cut-out and into the
11 midsole cut-out.

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13 25. The article of footwear of claim 24, the display element thickness is substantially the
14 same as the combined thicknesses of the insole cut-out and the midsole cut-out.

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16 26. A method of making an article of footwear, comprising:
17 forming a cut-out in a midsole of the footwear, the cut-out having a shape and a
18 thickness;
19 providing a display element having substantially the same shape and thickness as the
20 midsole cut-out for fittingly inserting into the midsole cut-out;
21 forming a portion of an outsole of the footwear overlying the midsole cut-out from a
22 transparent material; and

1 inserting the display element into the midsole cut-out so that the display element is
2 viewable through the transparent portion of the outsole.

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4 27. The method of claim 26, further comprising attaching the midsole and outsole to an upper
5 defining a volume for enclosing a wearer's foot.

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7 28. The method of claim 26, further comprising providing a plurality of the display elements,
8 each of the plurality of display elements having a color or indicia, and interchanging the display
9 elements in the midsole cut-out.

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11 29. The method of claim 26, further comprising forming a cut-out in an insole of the
12 footwear, the insole cut-out having substantially the same shape as the midsole cut-out and the
13 display element and aligned with the midsole cut-out for fittingly receiving the display element
14 through the insole cut-out and into the midsole cut-out.

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16 30. The method of claim 26, further comprising:
17 providing a midsole insert having substantially the same shape as the midsole cut-out for
18 fittingly inserting into the midsole cutout and a thickness less than the thickness of the midsole
19 cut-out;
20 providing the display element thickness less than the thickness of the midsole cut-out;
21 inserting the display element into the midsole cut-out; and
22 disposing the display element between the midsole insert and the outsole,

- 1 wherein the midsole insert thickness and the display element thickness together are
- 2 substantially the same as the midsole cut-out thickness, and
- 3 wherein the display element is viewable through the transparent portion of the outsole.
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